

## 2010 Annual Visitor Profile -- Collier County

	Jan-10	Feb-10	Mar-10	Jan - Mar 10	Apr-10	May-10	Jun-10	Apr - Jun 10
<b>Visitors (#)</b>	149,300	155,200	190,800	<b>495,300</b>	111,000	111,700	105,400	<b>328,100</b>
<b>Room Nights</b>	200,260	219,300	253,100	<b>672,660</b>	195,600	169,950	152,600	<b>518,150</b>
<b>Direct Exp. (\$)</b>	\$71,364,600	\$100,882,700	\$125,547,700	<b>\$297,795,000</b>	\$89,610,500	\$65,923,500	\$54,262,000	<b>\$209,796,000</b>
<b>Visitor Origin (Number of Visitors)</b>								
Florida	43,297	33,678	48,082	<b>125,057</b>	38,295	55,627	56,494	<b>150,416</b>
Southeast	9,854	8,847	14,882	<b>33,583</b>	6,105	8,154	8,643	<b>22,902</b>
Northeast	44,790	45,163	53,424	<b>143,377</b>	22,311	15,191	10,224	<b>47,726</b>
Midwest	29,263	32,747	41,976	<b>103,986</b>	21,423	12,399	12,753	<b>46,575</b>
Canada	3,285	7,450	4,007	<b>14,742</b>	3,219	1,452	2,003	<b>6,674</b>
Europe	12,690	19,400	18,508	<b>50,598</b>	14,430	14,409	9,381	<b>38,220</b>
Markets of Opportunity	6,121	7,915	9,921	<b>23,957</b>	5,217	4,468	5,902	<b>15,587</b>
<b>Total</b>	<b>149,300</b>	<b>155,200</b>	<b>190,800</b>	<b>495,300</b>	<b>111,000</b>	<b>111,700</b>	<b>105,400</b>	<b>328,100</b>
<b>Occupancy (%)</b>								
Occupancy (%)	68.0	81.6	83.3	<b>77.6</b>	75.8	62.3	57.8	<b>65.3</b>
<b>ADR (\$)</b>	\$162.5	\$229.9	\$235.8	<b>\$209.4</b>	\$205.1	\$145.9	\$129.5	<b>\$160.2</b>
<b>REVPAR (\$)</b>	\$110.5	\$187.6	\$196.4	<b>\$164.8</b>	\$155.5	\$90.9	\$74.9	<b>\$107.1</b>
<b>Transportation Mode (Multiple Response)</b>								
Plane	65.7	70.5	67.3	<b>67.8</b>	62.1	45.4	40.1	<b>49.2</b>
Rental Car	53.9	61.5	57.6	<b>57.7</b>	54.4	39.8	36.1	<b>43.4</b>
Personal Car	34.4	26.5	32.7	<b>31.2</b>	37.9	53.5	59.9	<b>50.4</b>
<b>Airport Deplaned (Base: Flew)</b>								
Southwest Florida International	72.7	73.3	73.4	<b>73.1</b>	64.8	64.0	66.8	<b>65.2</b>
Miami International	6.4	13.7	6.4	<b>8.8</b>	11.7	17.4	15.2	<b>14.8</b>
Tampa International	3.2	3.9	2.1	<b>3.1</b>	2.7	4.7	4.2	<b>3.9</b>
Orlando International/Sanford	8.3	6.0	6.2	<b>6.8</b>	7.1	6.6	7.8	<b>7.2</b>
Fort Lauderdale International	4.3	*	11.9	<b>8.1</b>	8.6	4.7	1.9	<b>5.1</b>
<b>Purpose of Trip (Multiple Response)</b>								
Vacation/Getaway	75.3	77.6	73.8	<b>75.6</b>	71.3	81.1	80.7	<b>77.7</b>
Business Travelers/Conferences/Business Meetings	25.9	24.0	16.1	<b>22.0</b>	22.5	19.4	23.5	<b>21.8</b>
Visit with Friends and Relatives	12.0	12.0	13.7	<b>12.6</b>	11.2	5.4	9.1	<b>8.6</b>
<b>First Visit to Collier County (% Yes)</b>								
First Visit to Collier County (% Yes)	30.2	35.8	35.3	<b>33.8</b>	44.5	49.2	45.6	<b>46.4</b>
<b>First Visit to Florida (% Yes)</b>								
First Visit to Florida (% Yes)	5.5	7.2	6.6	<b>6.4</b>	6.8	6.9	5.4	<b>6.4</b>

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	Jan-10	Feb-10	Mar-10	Jan - Mar 10	Apr-10	May-10	Jun-10	Apr - Jun 10
<b>Length of Stay in Collier County (# of days)</b>	4.6	4.4	4.1	4.4	4.8	4.6	4.3	4.6
<b>Party Size (# of People)</b>	2.2	2.2	2.4	2.3	2.6	2.2	2.6	2.5
<b>Satisfaction with Collier County</b>								
Very Satisfied	87.5	85.5	82.2	85.1	89.0	85.4	82.7	85.7
Satisfied	10.0	7.8	13.2	10.3	4.8	12.0	14.0	10.3
<b>Satisfaction Level (Very Satisfied + Satisfied)</b>	<b>97.5</b>	<b>93.3</b>	<b>95.4</b>	<b>95.4</b>	<b>93.8</b>	<b>97.4</b>	<b>96.7</b>	<b>96.0</b>
<b>Recommend Collier to Friends/Relatives</b>								
Yes	96.3	89.2	93.3	92.9	92.8	96.3	92.1	93.7
<b>Activities Enjoyed in Area (Multiple Response)</b>								
Dining Out	64.6	65.8	71.7	67.4	70.2	66.1	62.2	66.2
Beach	58.1	52.1	68.8	59.7	72.7	86.9	80.0	79.9
Relaxing	61.5	52.5	72.1	62.0	56.7	51.0	45.2	51.0
Shopping	26.0	37.6	44.0	35.9	38.3	28.2	35.8	34.1
Pool	28.1	26.1	52.3	35.5	41.8	42.5	36.7	40.3
Walking	16.0	19.5	19.0	18.2	13.6	15.9	n/a	14.8
Golfing	9.6	13.8	13.6	12.3	10.5	11.6	8.7	10.3
Reading	14.4	13.1	22.7	16.7	20.6	24.5	15.1	20.1
Visit Friends/Relatives	16.3	16.3	28.4	20.3	22.6	9.4	11.8	14.6
Swimming	12.4	11.4	30.7	18.2	39.6	16.4	15.4	23.8
Sightseeing	15.0	16.2	25.0	18.7	22.4	17.4	19.0	19.6
Everglades Adventures/Nature	12.8	12.8	17.8	14.5	14.6	18.8	17.7	17.0
<b>Expense Relative to Expectations</b>								
More Expensive	4.3	10.8	6.9	7.3	11.2	3.8	8.7	7.9
Less Expensive	0.6	3.0	3.5	2.4	1.8	5.1	7.9	4.9
As Expected	89.8	80.7	81.2	83.9	83.0	89.2	78.3	83.5
Don't Know	5.3	5.4	8.5	6.4	4.0	1.9	5.1	3.7
<b>Plan to Return (% Yes)</b>								
To Local Area	92.3	90.6	89.0	90.6	92.1	95.5	88.4	92.0
Next Year (Base: Return to Local Area)	58.1	57.5	68.2	61.3	66.3	64.1	60.4	63.6
<b>Average Age Head of Household (Years)</b>								
	50.4	51.8	48.7	50.3	46.4	47.8	45.7	46.6
<b>Median Annual Household Income</b>								
	\$150,154	\$174,377	\$146,042	\$156,858	\$131,111	\$134,242	\$125,956	\$130,436

## 2010 Annual Visitor Profile -- Collier County

	Jan-10	Feb-10	Mar-10	Jan - Mar 10	Apr-10	May-10	Jun-10	Apr - Jun 10
<b>See/Read/Hear Collier Message</b> (% Yes)	54.6	36.5	39.1	<b>43.4</b>	42.8	42.0	37.1	<b>40.6</b>
<b>Type of Message Seen</b>								
Internet	67.7	76.0	75.4	<b>73.0</b>	81.9	84.3	77.7	<b>81.3</b>
Newspaper	27.6	30.4	14.7	<b>24.2</b>	27.8	31.3	33.5	<b>30.9</b>
Magazine	24.1	10.5	23.3	<b>19.3</b>	22.8	19.1	16.8	<b>19.6</b>
Television	12.5	18.6	11.2	<b>14.1</b>	12.7	44.5	37.7	<b>31.6</b>
TG/VG/Brochures	11.4	26.3	12	<b>16.6</b>	10.9	8.9	22.6	<b>14.1</b>
<b>Influenced by Collier Message</b> (Base: Respondents Reporting See/Read/Hear Message)	54.3	47.4	35.5	<b>45.7</b>	39.4	47.2	33.4	<b>40.0</b>

\* Cell Size Too Small for Analysis

## 2010 Annual Visitor Profile -- Collier County

	Jul-10	Aug-10	Sep-10	Jul - Sep 10	Oct-10	Nov-10	Dec-10	Oct - Dec 10	Annual 2010
<b>Visitors (#)</b>	102,000	76,800	60,100	<b>238,900</b>	113,600	101,800	105,800	<b>321,200</b>	<b>1,383,500</b>
<b>Room Nights</b>	165,600	119,200	108,500	<b>393,300</b>	154,900	156,300	157,000	<b>468,200</b>	<b>2,052,310</b>
<b>Direct Exp. (\$)</b>	\$47,833,900	\$31,359,000	\$25,314,100	<b>\$104,507,000</b>	\$53,463,600	\$50,424,600	\$66,092,200	<b>\$169,980,400</b>	<b>\$782,078,400</b>
<b>Visitor Origin (Number of Visitors)</b>									
Florida	59,262	37,325	27,886	<b>124,473</b>	46,349	41,535	42,109	<b>129,993</b>	<b>529,939</b>
Southeast	6,426	4,608	4,207	<b>15,241</b>	6,361	6,922	9,839	<b>23,122</b>	<b>94,848</b>
Northeast	9,690	6,835	6,671	<b>23,196</b>	16,245	9,467	11,955	<b>37,667</b>	<b>251,966</b>
Midwest	5,508	6,221	5,229	<b>16,958</b>	15,563	16,186	18,092	<b>49,841</b>	<b>217,360</b>
Canada	1,836	537	781	<b>3,154</b>	2,272	3,563	3,068	<b>8,903</b>	<b>33,473</b>
Europe	13,056	16,205	11,780	<b>41,041</b>	21,130	19,342	15,341	<b>55,813</b>	<b>185,672</b>
Markets of Opportunity	6,222	5,069	3,546	<b>14,837</b>	5,680	4,785	5,396	<b>15,861</b>	<b>70,242</b>
<b>Total</b>	<b>102,000</b>	<b>76,800</b>	<b>60,100</b>	<b>238,900</b>	<b>113,600</b>	<b>101,800</b>	<b>105,800</b>	<b>321,200</b>	<b>1,383,500</b>
<b>Occupancy (%)</b>									
	60.7	43.7	41.1	<b>48.5</b>	58.8	60.6	58.9	<b>59.4</b>	<b>62.7</b>
<b>ADR (\$)</b>	\$107.4	\$94.8	\$101.5	<b>\$101.2</b>	\$114.4	\$121.7	\$161.4	<b>\$132.5</b>	<b>\$150.8</b>
<b>REVPAR (\$)</b>	\$65.2	\$41.4	\$41.7	<b>\$49.4</b>	\$67.3	\$73.8	\$95.1	<b>\$78.7</b>	<b>\$100.0</b>
<b>Transportation Mode (Multiple Response)</b>									
Plane	36.1	48.9	49.0	<b>44.7</b>	57.0	56.3	56.8	<b>56.7</b>	<b>54.6</b>
Rental Car	34.1	46.2	45.1	<b>41.8</b>	47.7	46.8	53.0	<b>49.2</b>	<b>48.0</b>
Personal Car	63.9	51.1	48.6	<b>54.5</b>	43.0	43.7	43.3	<b>43.3</b>	<b>44.9</b>
<b>Airport Deplaned (Base: Flew)</b>									
Southwest Florida International	51.9	42.4	56.3	<b>50.2</b>	61.5	55.3	61.6	<b>59.5</b>	<b>62.0</b>
Miami International	27.1	26.1	23.3	<b>25.5</b>	23.4	27.3	21.9	<b>24.2</b>	<b>18.3</b>
Tampa International	3.4	5.8	3.2	<b>4.1</b>	4.1	6.1	n/a	<b>5.1</b>	<b>3.9</b>
Orlando International/Sanford	11.8	13.4	10.9	<b>12.0</b>	8.6	5.3	5.5	<b>6.5</b>	<b>8.1</b>
Fort Lauderdale International	4.6	7.3	5.5	<b>5.8</b>	n/a	2.1	5.9	<b>4.0</b>	<b>5.7</b>
<b>Purpose of Trip (Multiple Response)</b>									
Vacation/Getaway	87.9	74.5	77.9	<b>80.1</b>	68.1	63.1	69.0	<b>66.7</b>	<b>75.0</b>
Business Travelers/Conferences/Business Meetings	15.6	22.7	23.7	<b>20.7</b>	26.9	36.0	23.6	<b>28.8</b>	<b>23.3</b>
Visit with Friends and Relatives	12.4	8.4	5.9	<b>8.9</b>	7.1	10.6	11.6	<b>9.8</b>	<b>10.0</b>
<b>First Visit to Collier County (% Yes)</b>									
	36.0	39.0	33.6	<b>36.2</b>	37.5	36.3	30.4	<b>34.7</b>	<b>37.8</b>
<b>First Visit to Florida (% Yes)</b>									
	5.9	8.5	6.7	<b>7.0</b>	6.4	8.7	5.3	<b>6.8</b>	<b>6.7</b>

## 2010 Annual Visitor Profile -- Collier County

	Jul-10	Aug-10	Sep-10	Jul - Sep 10	Oct-10	Nov-10	Dec-10	Oct - Dec 10	Annual 2010
<b>Length of Stay in Collier County (# of days)</b>	4.7	4.5	4.8	4.7	5.0	4.6	4.4	4.7	4.6
<b>Party Size (# of People)</b>	3.3	2.7	2.4	2.8	2.3	2.3	2.4	2.3	2.5
<b>Satisfaction with Collier County</b>									
Very Satisfied	85.4	78.6	85.7	83.2	86.5	80.8	79.3	82.2	84.1
Satisfied	11.1	16.8	8.4	12.1	10.3	12.5	12.1	11.6	11.1
<b>Satisfaction Level (Very Satisfied + Satisfied)</b>	<b>96.5</b>	<b>95.4</b>	<b>94.1</b>	<b>95.3</b>	<b>96.8</b>	<b>93.3</b>	<b>91.4</b>	<b>93.8</b>	<b>95.1</b>
<b>Recommend Collier to Friends/Relatives</b>									
Yes	94.6	92.4	93.8	93.6	94.5	92.2	94.8	93.8	93.5
<b>Activities Enjoyed in Area (Multiple Response)</b>									
Dining Out	67.6	57.9	67.8	64.4	55.5	51.8	52.2	53.2	62.8
Beach	82.7	74.7	74.9	77.4	61.4	60.9	49.7	57.3	68.6
Relaxing	61.2	41.8	47.3	50.1	43.5	41.4	50.6	45.2	52.1
Shopping	44.9	34.3	29.5	36.2	29.5	29.7	22.7	27.3	33.4
Pool	65.9	39.5	28.1	44.5	27.9	21.2	24.9	24.7	36.3
Walking	17.6	8.2	14.1	13.3	9.7	13.7	15.2	12.9	14.8
Golfing	7.1	5.1	8.4	6.9	10.5	10.7	9.2	10.1	9.9
Reading	15.5	13.1	19.0	15.9	11.0	10.8	13.9	11.9	16.1
Visit Friends/Relatives	11.8	9.4	11.5	10.9	11.6	11.3	14.3	12.4	14.6
Swimming	38.4	16.4	17.5	24.1	16.6	12.8	10.9	13.4	19.9
Sightseeing	20.5	15.7	17.6	17.9	18.8	22.3	n/a	20.6	19.1
Everglades Adventures/Nature	18.8	14.5	14.8	16.0	14.3	13.6	9.1	12.3	15.0
<b>Expense Relative to Expectations</b>									
More Expensive	10.7	10.2	10.7	10.5	7.8	6.1	8.4	7.4	8.3
Less Expensive	6.6	6.8	4.8	6.1	3.4	3.5	2.8	3.2	4.2
As Expected	79.5	75.8	78.9	78.1	80.0	81.5	82.7	81.4	81.7
Don't Know	3.2	7.2	5.6	5.3	8.8	8.8	6.1	7.9	5.8
<b>Plan to Return (% Yes)</b>									
To Local Area	91.2	87.8	86.7	88.6	87.9	84.9	91.3	88.0	89.8
Next Year (Base: Return to Local Area)	65.2	61.5	59.9	62.2	64.5	70.9	61.7	65.7	63.2
<b>Average Age Head of Household (Years)</b>									
	46.3	46.1	48.1	46.8	49.6	47.9	48.5	48.7	48.1
<b>Median Annual Household Income</b>									
	\$122,643	\$136,154	\$141,038	\$133,278	\$137,368	\$168,566	\$144,841	\$150,258	\$142,708

## 2010 Annual Visitor Profile -- Collier County

	Jul-10	Aug-10	Sep-10	Jul - Sep 10	Oct-10	Nov-10	Dec-10	Oct - Dec 10	Annual 2010
<b>See/Read/Hear Collier Message</b> (% Yes)	36.9	40.5	52.6	43.3	40.9	56.4	32.9	43.4	42.7
<b>Type of Message Seen</b>									
Internet	80.3	82.2	75.9	79.5	70.7	79.5	76.6	75.6	77.4
Newspaper	13.1	29.0	18.6	20.2	25.0	29.0	44.8	32.9	27.1
Magazine	21.1	17.3	16.7	18.4	12.3	16.0	21.0	16.4	18.4
Television	35.8	23.8	24.7	28.1	28.4	33.7	14.6	25.6	24.9
TG/VG/Brochures	10.1	11.8	12.4	11.4	11.1	9.8	7.7	9.5	12.9
<b>Influenced by Collier Message</b> (Base: Respondents Reporting See/Read/Hear Message)	33.7	50.5	57.1	47.1	43.1	39.9	27.0	36.7	42.4

\* Cell Size Too Small for Analysis